



Greeningup®





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1. Greeningup® introduction

VERTICAL GREEN

Living walls make spaces healthier, cleaner and more enjoyable. More people and companies want green environments in cities, offices and public places. A living wall improves air quality, supports biodiversity and creates a calm and pleasant atmosphere.

Greeningup® offers a smart and sustainable system that meets all these needs. It is designed to be easy to install, easy to maintain and ready for long term use.

ABOUT GREENINGUP®

Greeningup® is an award winning specialist in vertical greenery. The systems are climate positive, modular and designed for low maintenance. From exhibition stands to office walls, Greeningup® makes professional greenery simple, affordable and sustainable for every project.

PARTNERSHIP

"With this partnership, we take another step toward a greener and more sustainable outdoor life. Together with Greeningup®, we contribute to biodiversity and urban greening with a proven living wall system. From the start, we felt confident in Rick McKeever and the team, and we look forward to growing this partnership in the years ahead." — Rob Geene, Managing Director ADEZZ Group

SMART SOLUTIONS FOR GREENING

This collaboration brings more than visual impact. The living walls help clean the air, support wildlife and improve well being. The modular system includes smart irrigation options and recycled materials, and fits almost any space — indoors or outdoors, in new builds, renovations or large scale housing projects.

SHARED MISSION AND VISION

The ADEZZ Group and Greeningup® share the same mission: making green solutions simple, accessible and attractive for professionals and end users.

"Our exclusive partnership with Adezz marks a major milestone for Greeningup®. Our living wall system was designed to make greenery simple, smart and accessible. Adezz is the ideal partner to scale this vision across Europe. They bring strong manufacturing, market experience and a shared commitment to sustainable design. Together, we make professional living walls possible for every type of project." — Rick McKeever, Managing Director Greeningup®

COOPERATION

This partnership combines the strengths of both companies. The ADEZZ Group provides strong and durable hardware, while Greeningup® brings proven expertise in vertical greenery. Together we design practical, easy to install systems for many applications — from standard solutions to fully bespoke designs.

Shared vision, connected brands

The cooperation of the ADEZZ Group with Greeningup® fits multiple market segments with their specific own market dynamics. Whether the Living Wall is installed indoors, outdoors, in new builds, renovations or large scale housing projects, the ADEZZ Group services these in a dedicated fashion.

ADEZZ

Landscapers dealing with domestic gardens and average scale business areas will feel at home within the ADEZZ brand.

FURNS

Larger scale renovation/new build housing and utility as well as public spaces projects are serviced by the projects office of FURNS.

FLOREZZ

The interior greenery partners, providing green office space dividers and indoor green atmospheres are serviced to their needs through the FLOREZZ brand.

2. Why Greeningup®

LIVING WALLS, ELEVATED

The Greeningup® living wall system is designed with circular principles. It lasts a long time, creates little waste and is easy to install and maintain. This makes it simple and affordable to add green to any project – without losing quality, sustainability or impact.

DESIGN FLEXIBILITY AS STANDARD

The modular system fits almost any space. It works on flat or curved walls, indoors or outdoors, in new builds or renovations. The design can grow with your project – from a small green accent to a complete green façade.

Every plant sits in its own pot, so you can easily replace single plants. This is useful for seasonal updates, visual changes or quick maintenance.

GREEN ALL YEAR ROUND

Greeningup® living walls do more than look good. They are designed to stay healthy long term. The system uses smart irrigation and durable materials, helping plants grow well and reduce maintenance.

From installation to daily care, the system performs reliably through all seasons.

DESIGNED AND BUILT IN BRITAIN

Greeningup® living walls are produced according to strong quality standards: ISO 9001, IATF16949, ISO14001 and BRCGS. This ensures consistent performance, safety and durability.





2.1 Unique because

CLIMATE POSITIVE — A WORLD FIRST

The system is the only living wall in the world made with UBQ™. UBQ™ is reusable, recyclable and climate positive.

INSTALLS ANYWHERE

Suited for flat or curved surfaces, in new builds or retrofits.

STRONG, LIGHT AND DURABLE

Only 10 kg/m² when empty and 33 kg/m² when planted.

SMART WATERING INCLUDED

Automated irrigation with efficient water use.

INSTANT IMPACT

You can install fully grown plants for a direct green result. No waiting time.

MADE IN THE UNITED KINGDOM

Built to strict, world class certified standards.

FITS ANY SCALE

The modular system adapts to small and large projects.

TOTAL PLANT CONTROL

Each plant is individually replaceable for simple care.

2.2 Rooted in science, proven in practice

WELL BEING THAT GROWS ON YOU

Living walls clean the air, reduce stress and support focus and mental health. In homes or workplaces, they create calm and help reduce sick days.

SMARTER BUILDINGS, HIGHER VALUE

Living walls insulate, reduce noise, protect façades and improve property value. They help buildings meet modern standards and become future ready.

BETTER FOR THE PLANET

Living walls improve air quality, support biodiversity and help manage rainwater. They help cities and buildings work together with nature.





2.3 Proof of concept

UNIVERSITY OF SALFORD

As part of the University of Salford's IGNITION Project, Greeningup® delivered a living wall to show the value of nature based solutions in urban environments. The wall demonstrates how greenery supports biodiversity, improves air quality and makes public spaces more inviting.

GREENINGUP® IN ACTION

Together with the IGNITION team, Greeningup® designed and installed three living walls, each adapted to a different space.

Low maintenance, pollinator friendly plants were selected, and the walls run on a rainwater fed irrigation system.

The result is a green feature that adds colour all year round and shows how living walls can support sustainable urban design.

ROOTED IN RESEARCH

The Living Lab at the University of Salford studies nature based solutions in real conditions. Research shows that living walls improve biodiversity, enhance well being and support cleaner air.

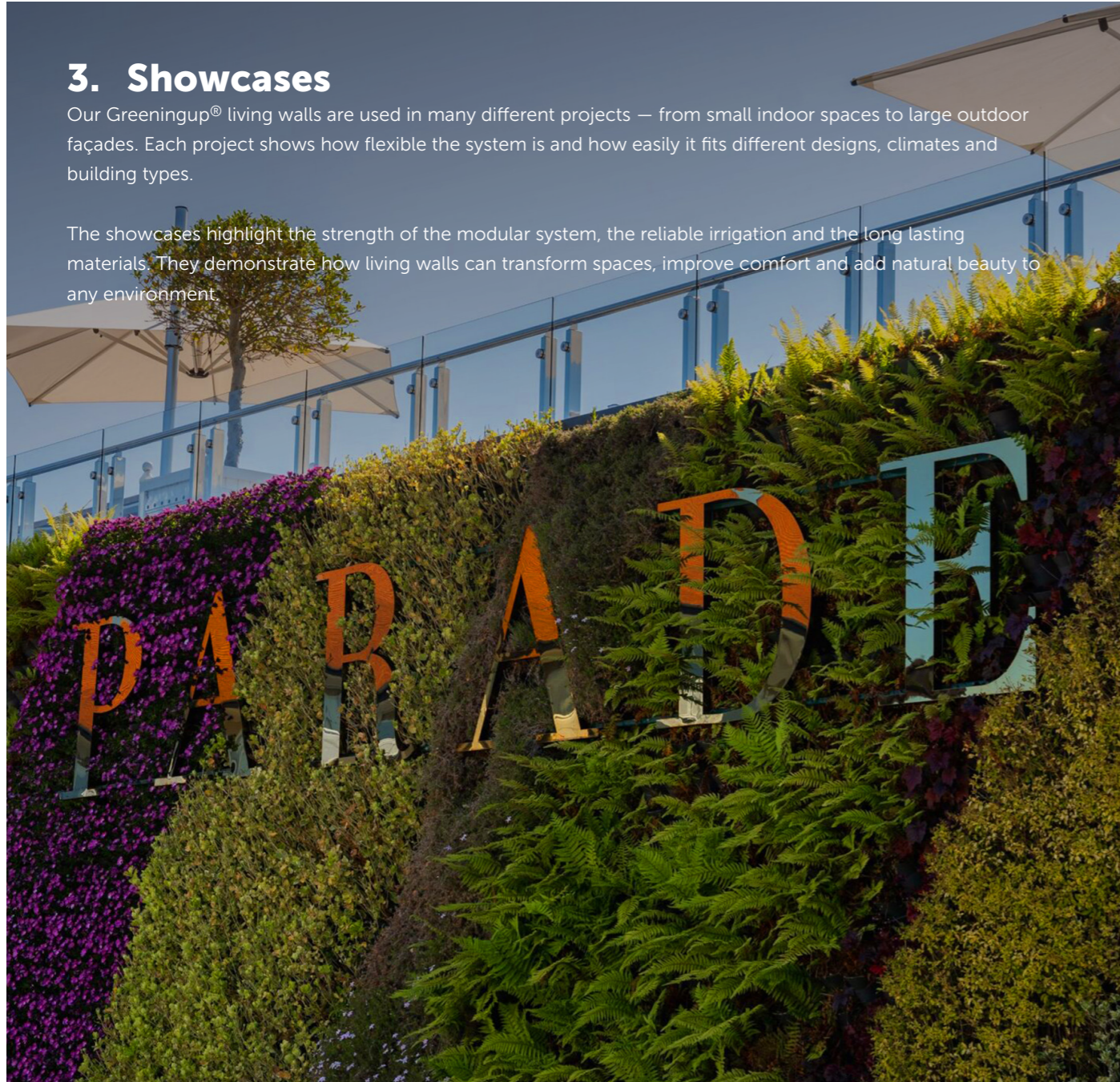
PROJECT DETAILS

- Living Wall (Main Building): 185 m²
- Living Wall (Roof Garden): 50 m²
- Living Wall (Rain Garden): 16 m²
- Installed: 06 / 2021 – Present
- Maintenance: 1 visit per month (average)

3. Showcases

Our Greeningup® living walls are used in many different projects — from small indoor spaces to large outdoor façades. Each project shows how flexible the system is and how easily it fits different designs, climates and building types.

The showcases highlight the strength of the modular system, the reliable irrigation and the long lasting materials. They demonstrate how living walls can transform spaces, improve comfort and add natural beauty to any environment.



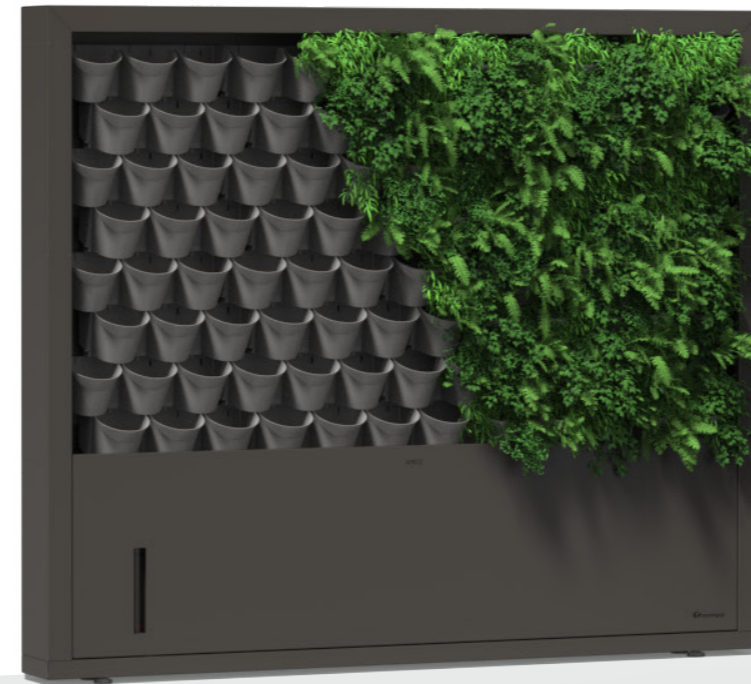
4. Applications

We developed four solutions to bring greenery to any space. The modular system works on walls, as freestanding units or as custom designs. Each module can be filled with mature plants for an instant green look. The materials — coated steel and recycled plastic — are durable and sustainable.

- 1. Hanging wall system:** A lightweight system with individual components mounted directly onto the wall for a seamless green appearance.
- 2. Standing wall system:** A smart solution for adding greenery indoors or outdoors. Includes integrated irrigation options for easy watering.
- 3. Freestanding system:** Perfect as green room dividers in open spaces. Flexible, movable and complete with smart irrigation options.
- 4. Custom made:** If the standard systems do not meet the project's needs, we co create a tailored solution that fits perfectly.



1. Hanging wall system



2. Standing wall system



3. Freestanding system



Whether it's about customized solutions or advice on material usage, we're happy to brainstorm with you to create something exceptional together.

Customization ensures that every project is unique. Together with the client, we design products that perfectly meet their needs.



4. Custom made

5. The clever system

PLANTER SETS — BUILT FOR PERFORMANCE

The heart of the Greeningup® system is the modular planter set. Each set holds three plants and provides a 1 liter root zone for healthy and long term growth. Integrated capillary action, filters and downpipes ensure smooth water flow. The planters are made from durable plastic and click together into a strong, lightweight system.

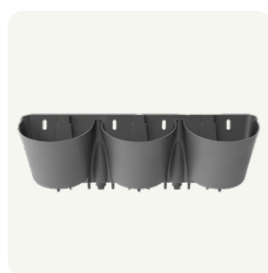
CAPILLARY ACTION

Water enters from above and moves evenly through each planter. Internal reservoirs keep roots hydrated from below. This ensures efficient water use, strong growth and minimal waste.

SMARTER POTS, STRONGER ROOTS

- Instant impact — fill with grown plants for a full green look from day one.
- Easy to replace — every plant pot can be swapped individually.
- Space to grow — 1L root space supports many plant species.
- Flexible planting — works with soil or substrate.
- Smart drainage — prevents waterlogging and root rot.
- Made with UBQ™ — a durable and climate positive material.

System parts



PLANTER TRAYS

Made from PP & UBQ™



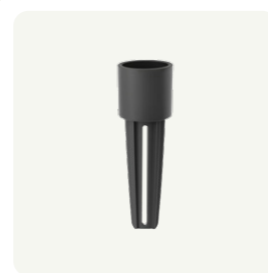
WATER FILTER

Made from LDPE



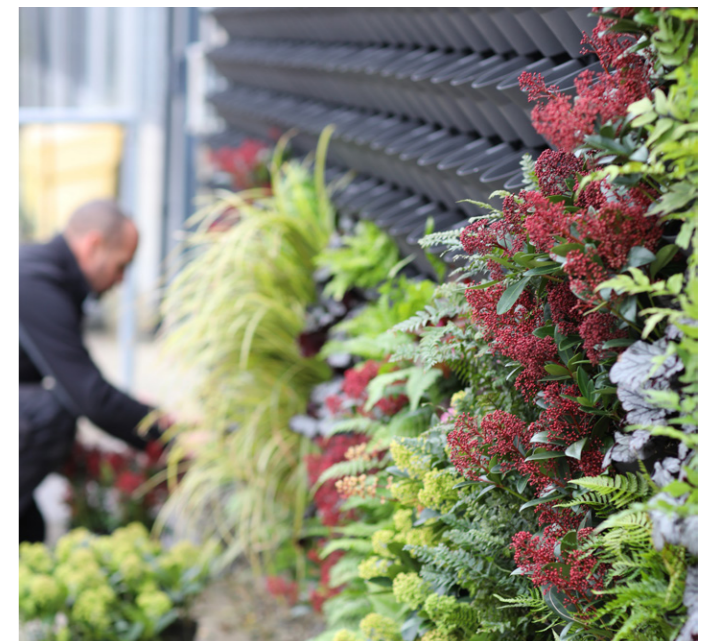
SMART DRAINAGE POTS

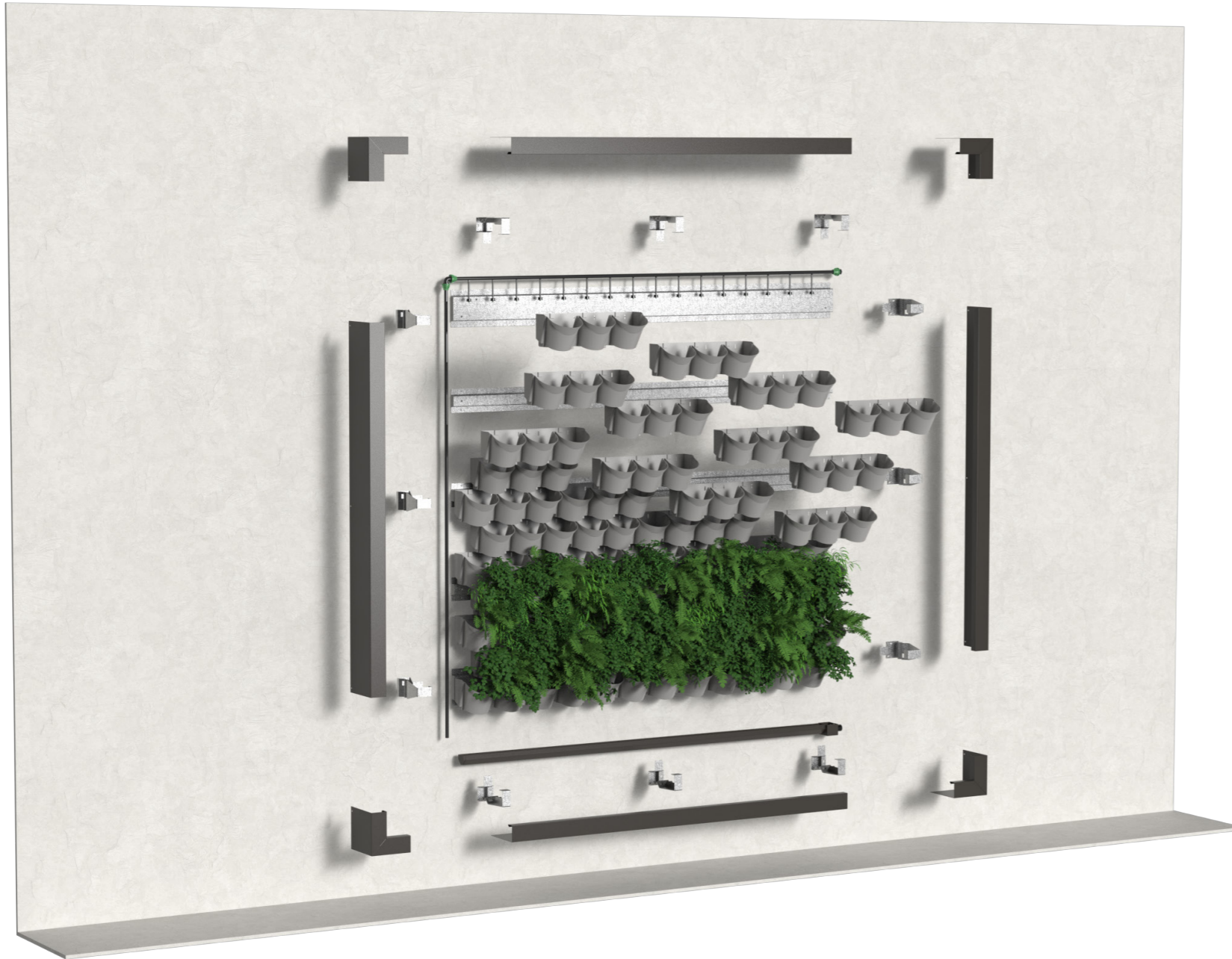
Made from PP & UBQ™



DOWNPIPE

Made from LDPE





5.1 Technical summary

Maximum water use: 1 liter per m² per day (varies by season, climate and planting).
Suitable for indoor and outdoor use. Works with manual watering or irrigation systems.

BUILDING PLAN

The system installs easily onto most back walls with the smart rail system. Suitable for concrete, stone, timber frame and sandwich panels. Lightweight design makes it ideal for both new builds and renovations.

SIZE & WEIGHT

- Planter set size: 475 x 165 mm
- Fully planted system weight: 33 kg/m²

WIND LOAD & VENTILATION

Wind load calculations depend on location and project scale.
A 25 mm gap behind the planters improves airflow and wall ventilation.

THERMAL INSULATION

Living walls naturally cool the air, reduce heat in summer and add insulation in winter.
Research results are available on request.

6. Materials

This chapter highlights two commonly used materials in the Greeningup(R) systems. UBQ, which is recycled plastic and Coated steel.

6.1 UBQ™

CLIMATE POSITIVE, WORLD FIRST

The Greeningup® system is the only living wall system in the world made with UBQ™ – a material produced from unsorted household waste. It is fully reusable and recyclable, with a climate positive footprint.

“Climate positive” means the material removes more carbon from the atmosphere than it produces in its entire lifecycle.



HOUSEHOLD WASTE

UBQ™ gives new use to waste, preserving finite natural resources.



RESOURCE SAVING

UBQ™ gives new life to waste and protects natural resources. It contains at least 50% bio based material.



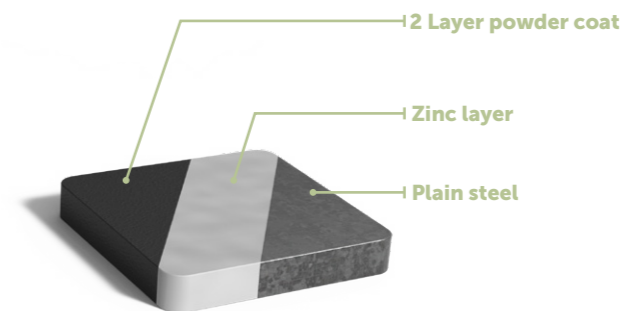
made with **ubq**



TRULY CIRCULAR

UBQ™ is UL2809 certified for 100% recycled content and is fully recyclable at end of life.





6.2 Coated steel

STRONG

DURABLE

HIGHLY RESISTANT
TO WEAR

ABOUT THE MATERIAL

First hot dip galvanized: DX51D + Z275MAC steel with 275 g/m² zinc.

Finished with a high quality powder coating (Qualicoat Class 2).

Available in all RAL colours.

Complies with EN10346 and EN ISO 6829 1 tensile strength standards.

OTHER BENEFITS:

- Multi step coating process for high quality.
- Strong bonding basecoat.
- Scratch resistant and long lasting.

7. Irrigation advice

SMART WATER, HEALTHY PLANTS

The Greeningup® system works with many irrigation types — from manual watering to advanced automated units with smart controls. It supports both mains water and rainwater systems.

ADVICE FOR IRRIGATION INSTALLATION:

- Water pressure, matching the requirements for the size of the system (below in inlet setup). Either tap water (if sufficient) or breaktank with a pump.
- Fertiliser ready with tank and suction lance.
- Control computer for water feed.
- Moist sensors.

CONSIDERATIONS:

- All in one system with break tank and irrigation controls.
- Sound, take noise generated by the pump into consideration.
- Thermal and dry run protection.
- Optional remote controller and monitoring system.

Disclaimer

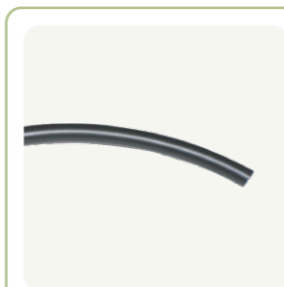
Greeningup is happy to provide advice on suitable irrigation solutions. Irrigation systems are not included as standard and advice is always project-specific, in consultation with the installer or irrigation specialist.





7.1 Irrigation inlet setup

- Main water feed enters at the top row
- 4 regulators per planter, 8 L/hr each = 32 L/hr per planter
- Ensures even water flow, even if the wall is slightly off level
- Drip line guides water directly to the reservoir for root up hydration



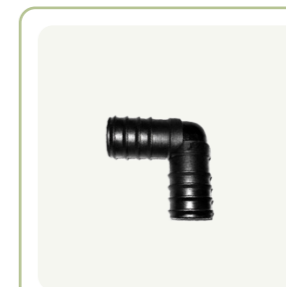
DRIP LINE

Micro tubing to fit regulators



STOP END

For left or right open end to fit 15mm pipe



ELBOW CONNECTOR

Connecting horizontal and vertical pipes



CABLE TIE

For fast and easy fastening.



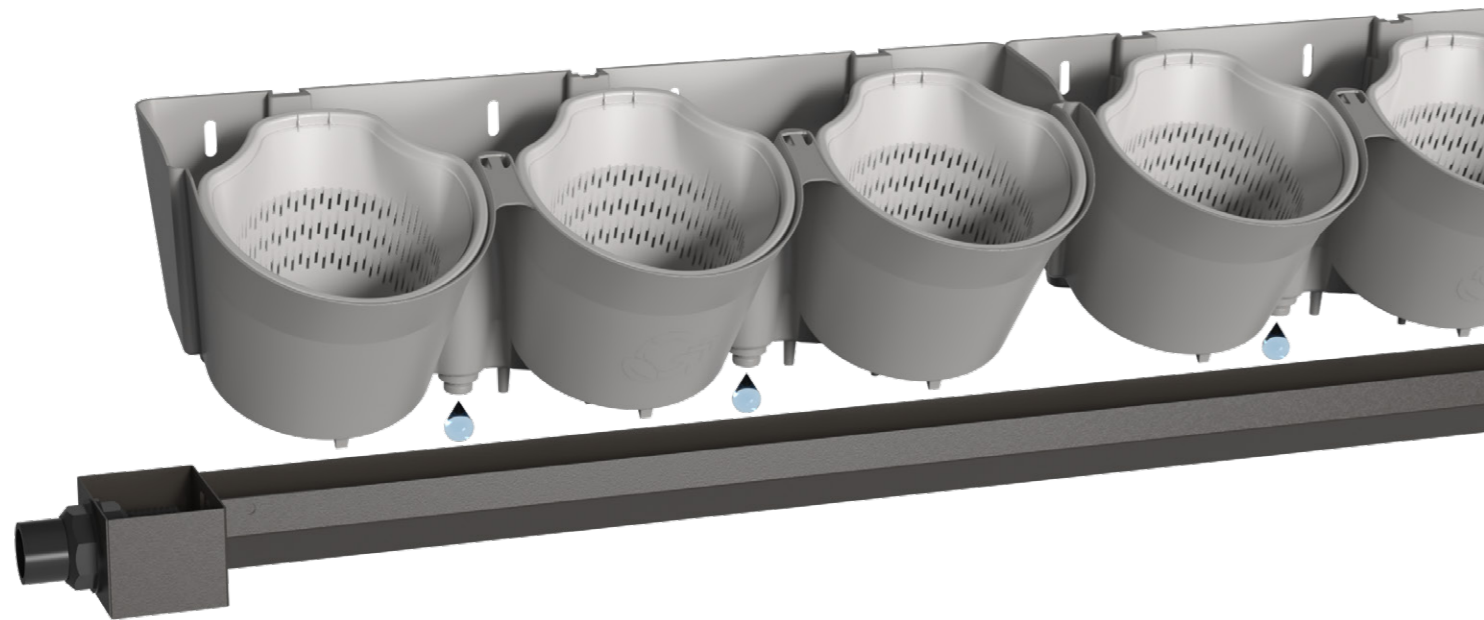
REGULATOR

4 pieces per planter tray
Flow rate: 8 liter/hour



PIPE

15mm pipe used for horizontal and vertical feeds



7.2 Irrigation gutter setup

- Collects excess water at the bottom.
- Water can drain away or into a trough.
- Trough systems allow recirculation back to the top.

As required, follow assembly guidelines.



GUTTER



ENDCAP



END



CONNECTOR

8. Planting & greenery

SOIL OR SUBSTRATE — YOUR CHOICE

Greeninup strongly recommends to use substrates instead of common soil. Provide high quality planting substrates for reliable performance. Substrates are made from volcanic rock and recycled brick. Please find below our recommendations.

Benefits

- Strong air water balance for healthy roots
- High moisture retention — less watering
- No soil pests such as fungus gnats
- Hygienic, no smell or mould
- Reusable and stable structure
- Works well with fertiliser, slow nutrient release



RECOMMENDED SUBSTRATES:

Exterior installations:

- Vulkastrat 2-8mm – all potsizes

Vulkastrat is a pure mineral substrate made of pumice, zeolite and lava. Zeolites are natural ion exchangers, i.e. minerals that can absorb and release substances. Therefore, no organic substances are required when using zeolites. Due to their high exchange capacity, zeolites fulfil a similar function to humus and clay in natural soils. In addition to good nutrient storage, the mixed in high-quality zeolites ensure a stable pH value and odorless water.

Interior installations:

- Vulkaponic 2-5mm – potsizes P12
- Vulkaponic 3-8mm – potsizes P9

Vulkaponic is a pure mineral mixture made from pumice and high-quality zeolites. This substrate is lightweight and particularly suitable for containers as well as for water-retaining systems. Vulkaponic provides the optimal foundation for long-lasting plantings.



8.1 Plants with purpose

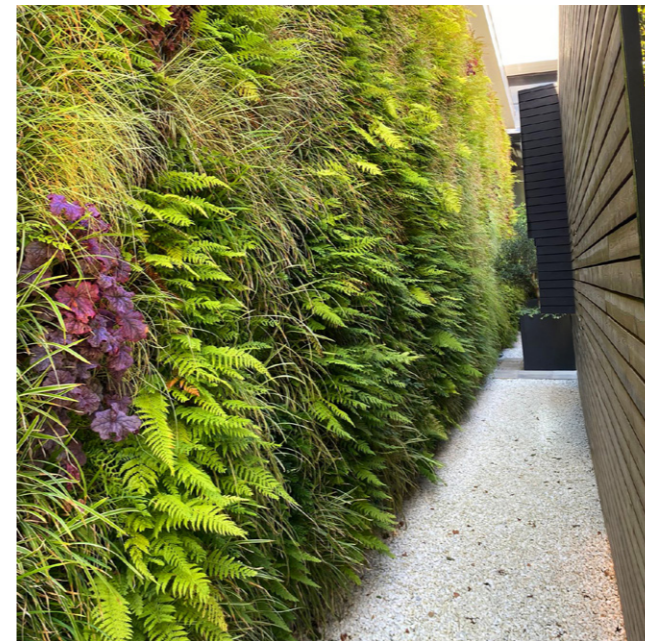
Our plant guide supports smart and sustainable plant choices. Each species is selected for performance in vertical environments — focusing on light needs, climate, texture and biodiversity value.

Recommended mix

A strong living wall needs balance. We combine evergreen structure with seasonal colours, varied textures and pollinator friendly plants.

Examples include:

Azalea, *Carex oshimensis*, *Dryopteris erythrosora*, *Euonymus*, *Fatsia japonica*, *Pachysandra terminalis*, *Polystichum*, *Skimmia japonica*.



8.2 Indoor & outdoor planting

Our Greeningup® system works with plants that perform well both indoors and outdoors. Each species is selected for light, climate and long-term health. Whether you want a calm indoor look or a strong outdoor wall, the right mix keeps your living wall green and vibrant in every season.



**SCHEFFLERA
(UMBRELLA PLANT)**
Indoor



**SPATHIPHYLLUM
(PEACE LILY)**
Indoor



**EPIPREMNUM AUREUM
(POTHOS)**
Indoor



ASPENIUM SCOLOPENDRIUM
Indoor



**MARANTA LEUCONEURA
'FASCINATOR TRICOLOR'**
Indoor



**PHILODENDRON
'IMPERIAL RED'**
Indoor



**ADIANTUM RADDIANUM
(DELTA MAIDENHAIR FERN)**
Indoor



PHILODENDRON SCANDENS
Indoor



ANTHURIUM
Indoor



CLUSIA ROSEA
Indoor



SCINDAPSUS PICTUS
Indoor



**MICROSORIUM MUSIFOLIUM
'CROCODYLLUS'**
Indoor



SKIMMIA JAPONICA
Outdoor



**POLYSTICHUM
PLUMOSUM DENSUM**
Outdoor



**SARCOCOCCA CONFUSA
(SWEET BOX)**
Outdoor



UNCINIA UNCINATA 'RUBRA'
Outdoor



ALCHEMILLA MOLLIS
Outdoor



GERANIUM 'ROZANNE'
Outdoor



DRYOPTERIS ERYTHROSORA
Outdoor



NANDINA 'FIRE POWER'
Outdoor



HEUCHERA (SPP.)
Outdoor



FATSIA JAPONICA
Outdoor



HEDERA HELIX
Outdoor



AZALIA (MIXED)
Outdoor



PIERIS JAPONICA
Outdoor



HYPERICUM 'HIDCOTE'
Outdoor



CYRTOMIUM FORTUNEI
Outdoor



**COTONEASTER 'QUEEN
OF CARPET'**
Outdoor

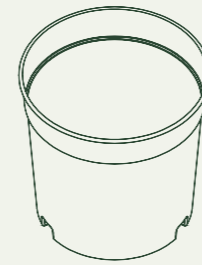


8.3 Planting guidelines

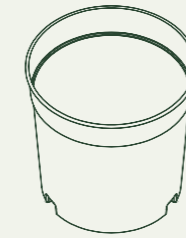
Choose robust varieties that add something special to every season: color, texture or tranquility. The images show a selection of plants that fit our planter system well. Want to learn more about all options? Check our planting advice for a full overview of plants suitable for your ADEZZ Greeningup® solution.

Detailed planting instructions can be found in the assembly manual.

PREFERRED POTSIZES



✓ P13



✓ P12



✓ P9

BARE APPEARANCE UPON COMPLETION



✓ P8,5



✓ P7



✓ P6

9. Maintenance

KEEPING IT THRIVING

Greeningup® living walls are built for long term health. With regular care, they stay vibrant and perform well through every season. Early action keeps the system balanced and healthy. We strongly advise to engage in a maintenance/support contract with your customers. Common practice is regular (8-10 times per year) monitoring and maintenance.

NUTRITION

Feeding supports healthy roots and strong growth. Nutrients can be added manually or through the irrigation system.

IRRIGATION CHECKS

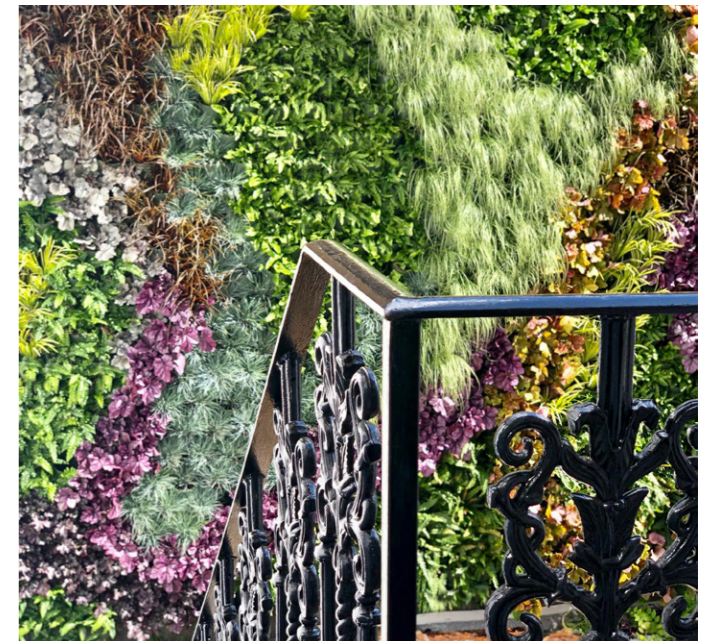
Each wall has its own water needs based on position, sunlight and plant selection. Sunny south facing walls may need more water in summer.

PRUNING AND PLANT CARE

Prune twice per year to keep plants healthy and well shaped. Avoid heavy pruning during cold months or bird nesting season.

MONITORING FOR PESTS AND DISEASE

Check regularly for early signs of pests or stress. Use natural treatments where possible. Early action keeps the system balanced and healthy.



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